

# EARLY DAWN

It's always darkest before the dawn

## 2024 Impact Report

Building Preemptive & Predictive Infrastructure for Narrative Resilience

Presented by:

**Britt Bischoff**, Britt Bischoff Strategies / Early Dawn

December 2024

# 2024 by the Numbers

In 2024, abortion ballot initiatives faced a surge of opposition disinformation, aiming to manipulate public perception and influence voting behavior. Advocacy groups and campaign teams needed advanced tools, frameworks, and strategies to dissect the narrative environment and exposure, and counter these attacks.

*Early Dawn provided strategic advantage and rapid analysis, allowing campaigns to get ahead of disinformation instead of merely reacting.*

**~300**

opposition videos & social posts analyzed (min.)

**25+**

campaign teams & organizations trained nationwide

**50+**

misinformation narratives intercepted (min.)

**7+ days**

advance warning on emerging disinfo trends

**<4x**

higher engagement rate than industry average

# Mission

Early Dawn empowers digital campaigns and coalitions to defend truth across the information ecosystem.

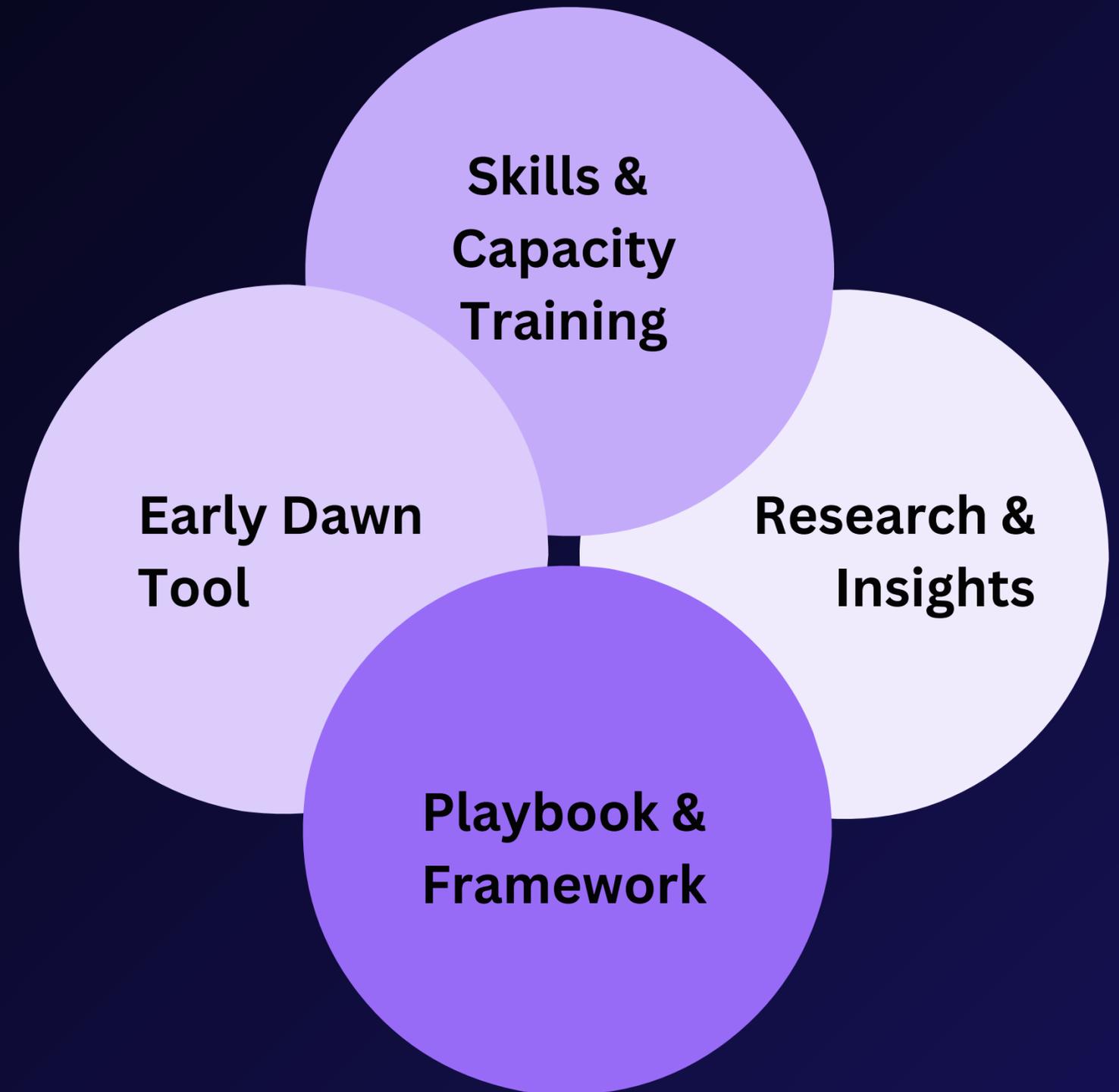
Using AI-driven, cross-platform analysis, Early Dawn detects how narratives move between YouTube, Search, social, and news environments. Our real-time insights help teams intercept manipulation, anticipate audience behavior, and deploy rapid interventions that shape narrative exposure and protect voter understanding.

# Problem

Bad actors exploit weaknesses in the information ecosystem and behavioral dynamics, strategically injecting disinformation into digital spaces to shape public perception at key decision-making moments. Their goal is to dominate what people find when they research, while campaigns often lack the tools to detect and counter these manipulations in real time.

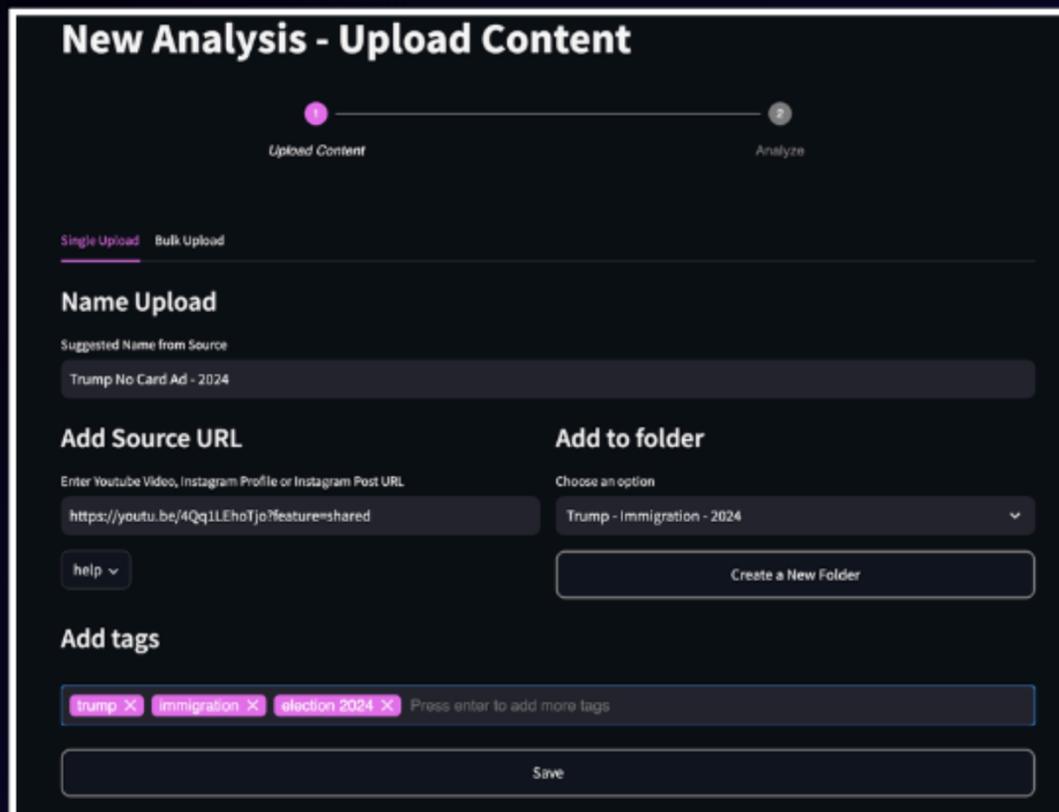
# Program Overview

Early Dawn is a crucial prong of a comprehensive intervention program delivered to progressive campaign teams and allies assisting in counter disinformation campaigns around the 2024 abortion ballot initiatives



© 2024 Britt Bischoff Strategies

# Key Achievements



## Technical Development Achieved:

- ✓ Built sophisticated web-based platform that:
  - Rapidly analyzed and dissects long and short form content
  - Generated keywords and questions from content exposure
  - Provided dual-layer content & comment analysis
  - Dissected content into
  - Enabled rapid response to disinformation
  - Delivered early warning before mainstream spread

## Platform Integration Expansion:

- ✓ Successful integration across multiple platforms:
  - YouTube video & comment analysis
  - Fringe & right-wing sites monitoring
  - Automated web scraping & analysis
  - Was used in bulk content analysis and for single posts

## Real-World Impact:

- ✓ Demonstrated success in multiple state campaigns:
  - Early insights provided 26% clickthrough rate (6x industry average)
  - 2M+ searches (known) intervened from misinformation exposures
  - Detection of threats before mainstream spread
  - Successfully used by multiple state teams
  - Enabled proactive rather than reactive response

# Key Achievements

- Analyzed ~300 reported opposition videos & ads, social posts, detecting trends before they influenced voters. Tracked misinformation across Google, YouTube & Wikipedia, and Instagram.
- Trained 25+ teams and organizations on counter-disinfo strategies, providing real-time, in-depth analysis.
- Created tools, templates, frameworks, trainings
- Enabled teams to respond in hours instead of days, preventing opposition dominance.
- Identified & intercepted over 30+ misinformation narratives (and more), before they surged in search results.
- In-depth analysis into opposition content increased counter-message effectiveness with relevant, timely high engagement.

## Transcript Key Themes

### Theme Title: Criticism and Allegations Against Dr. Fauci

Percentage: 25%

**Description:** This theme encompasses the various criticisms and allegations directed at Dr. Fauci, particularly regarding his management of the National Institute of Allergy and Infectious Diseases (NIAID) and his public statements during the pandemic. Accusations of misleading statements and unscientific policies are prominent. The theme also touches upon the rationale behind certain guidelines. The discrediting of Dr. Fauci's credibility and the effectiveness of his leadership are also noted. This theme highlights the contentious nature of his leadership and accountability.

### Transcript Keywords

Long Tail Keywords:

- Dr. Fauci criticism
- NIAID management
- misleading statements

## Comment Summary

Title: Analysis of Video Comments

The comments on the video reveal a diverse range of opinions and sentiments from viewers. Many commenters express strong support for the video's message, emphasizing its relevance to current social issues. For instance, one user stated, "This video really opened my eyes to the challenges we face today," highlighting the impact of the content. Conversely, some comments reflect skepticism, with one viewer noting, "I'm not sure this perspective is entirely accurate," indicating a critical stance towards the video's narrative.

## Comment Tone & Slant

**Overall Message:** Overall, the messaging in the comments suggests a strong desire for dialogue around the issues presented in the video, with viewers seeking both affirmation of their beliefs and challenges to their perspectives.

**Slant:** The slant appears to lean towards a progressive viewpoint, with many comments advocating for social change and awareness. However, there are also conservative voices questioning the video's claims and suggesting alternative perspectives.

**Tone Description:** The tone of the comments is mixed, with a blend of supportive and critical voices. Supportive comments often convey enthusiasm and appreciation for the video's insights, while critical comments express skepticism and demand for more evidence.

© 2024 Britt Bischoff Strategies

# Timeline

Despite an ambitious timeline, Early Dawn was ready for deployment within weeks of its initial development. Teams were being trained on its use only 5 weeks after beginning development.



# Field Reach

Early Dawn supported campaigns and coalitions across:

- **Montana, Nebraska, Nevada, Arizona, Colorado, Florida, and national organizations**
- Teams implemented preemptive strategies using Early Dawn to disrupt disinfo and amplify accurate messaging.
- Campaigns used Early Dawn to track narrative exposure, opposition content, narrative shifts, and refine content in real-time.
- Digital marketers attending these trainings launched targeted search campaigns aligned with BBS methodology.

# Outcomes

- Reproductive rights campaigns in battleground states increased voter awareness and engagement, mitigating opposition narratives.
- Teams reported greater confidence in addressing disinformation and leveraging digital platforms effectively.
- The bootcamps and support established a sustainable framework, templates, and a playbook for future advocacy efforts, strengthening the movement's digital strategies.
- Teams reported:
  - Faster detection → quicker response times
  - Stronger narrative control across search and social
  - Increased voter confidence and message reach

# Key Achievements

Achieved exceptional engagement performance with ads and content well above industry standards, reflecting voter interest and campaign effectiveness.

Successfully reached counties heavily targeted by disinformation, achieving the strongest engagement in these pivotal locations.

Campaign interventions reduced the dominance of opposition narratives, minimizing "No" vote margins in key regions and increasing Yes vote competitiveness.

Early Dawn gave teams an early warning system for how the saturated YouTube and CTV ads would impact voters searching for information, and gave them the exact insights they needed to target, allowing for rapid response and to stay ahead of rising waves of user searches from Google.

## Trump-Rogan Interview

# Cross Platform Narrative Exposure

*How a single YouTube comment thread ignited a viral "censorship" narrative, and how Early Dawn caught it in real time.*

### Inside the Viral Narrative Loop:

- YouTube comments reframed the interview, sparking a false "censorship" narrative.
- Audiences searched for "proof," driving a surge in related queries.
- Search algorithms surfaced pre-optimized misinformation, reinforcing the claim.
- Political and media amplification legitimized and expanded the narrative.
- The story cycled back to YouTube, fueling another wave of exposure.



© 2024 Britt Bischoff Strategies

## RBG PAC Ads

# Cross-Platform Narrative Exposure

*Early Dawn detected the video-to-search-to-media pipeline driving narrative visibility and reinforcement.*

- **Narrative:** Economic nostalgia & abortion ambiguity
- **Origin:** Coordinated YouTube + social ad campaigns
- **Behavior:** Viewers searched to verify claims → search results reinforced false framing
- **Impact:** 211% increase in searches around Trump, RBG, and abortion policies following ad launches (10/24-10/25)

### Search Environment Manipulation & Reinforcement

- YouTube ads and social content directed voters toward validation searches.
- Search algorithms surfaced pre-optimized partisan content, reinforcing misleading narratives across abortion and economy topics.



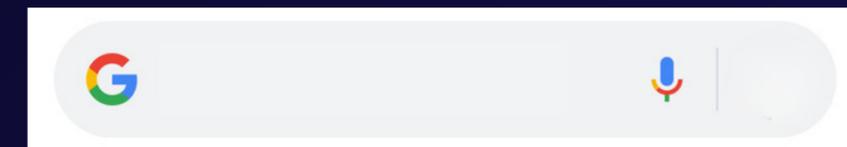
RBG PAC Website



"Back on Track", YouTube



"With Him", YouTube



**211% increase** in searches on Trump's abortion policies, RBG, the national abortion ban, and the economy after the ads launched on 10/24-10/25.

RBG PAC Ads

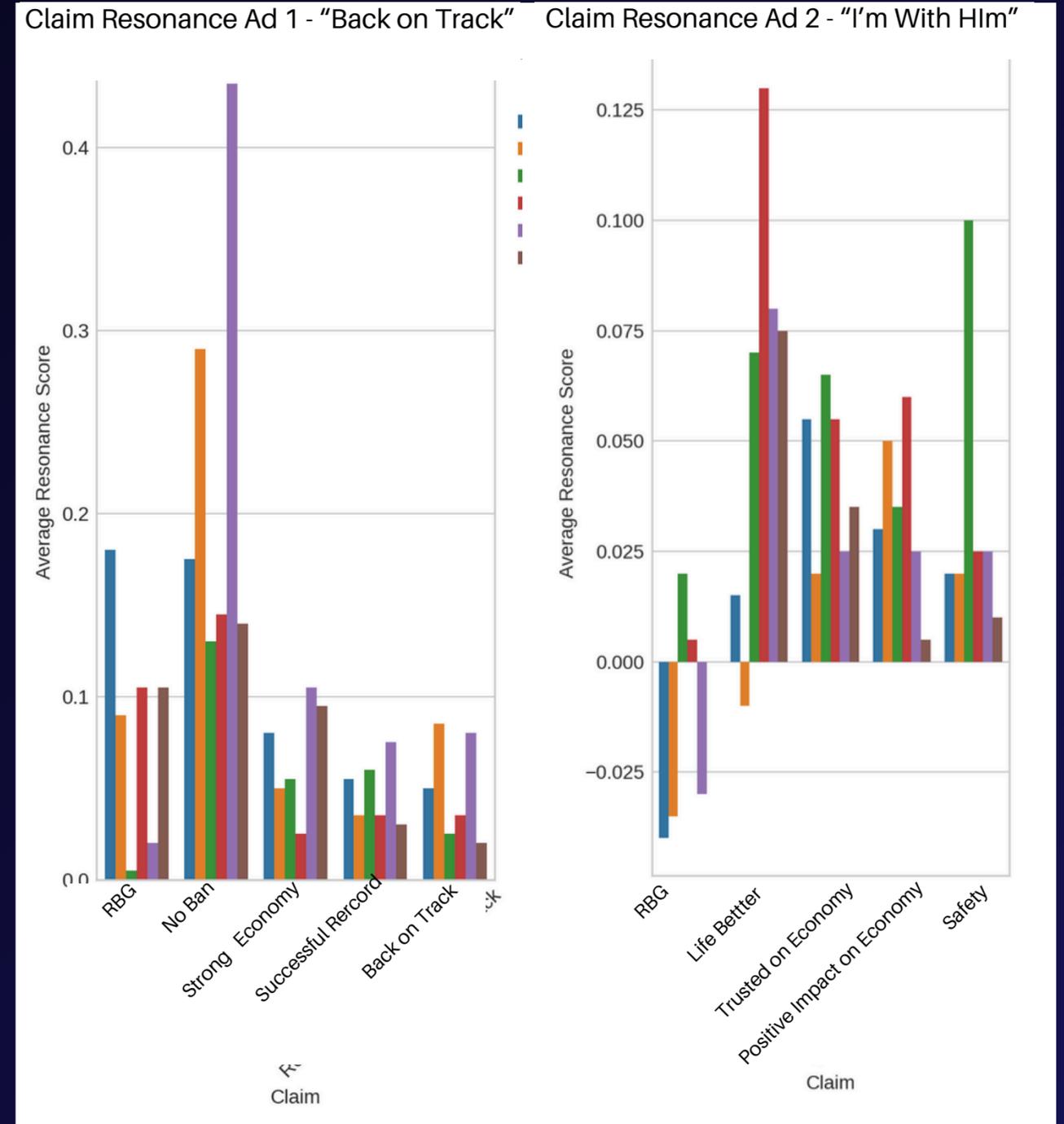
# Evaluating Impact with AI

AI-Driven Testing of RBG PAC's Ads

- Early Dawn partnership modeled simulated voter responses to assess believability and resonance of PAC messaging.

Simulated Voter Perception Shift

- Exposure to narratives decreased abortion's importance as a voting issue.
- Economic concerns became the dominant decision factor among cross-pressured voters.
- Women under 44, middle-income earners, and social media users were most influenced.
- 35% of ad viewers intended to seek more information, reinforcing PAC narratives.



## Florida Amendment 4

# Early Dawn & Florida's Amendment 4

Early Dawn's real-time content analysis and predictive tracking enabled proactive counter-strategy planning before narrative surges reached peak visibility.

### Uncovering Opposition Trends & Coordinated Efforts

#### Massive Data Scope

- 70+ opposition actors analyzed across YouTube, Reddit, and news ecosystems
- 25+ key narratives identified through search term, video, and comment analysis
- Behavioral modeling revealed how narrative exposure shaped subsequent search behavior

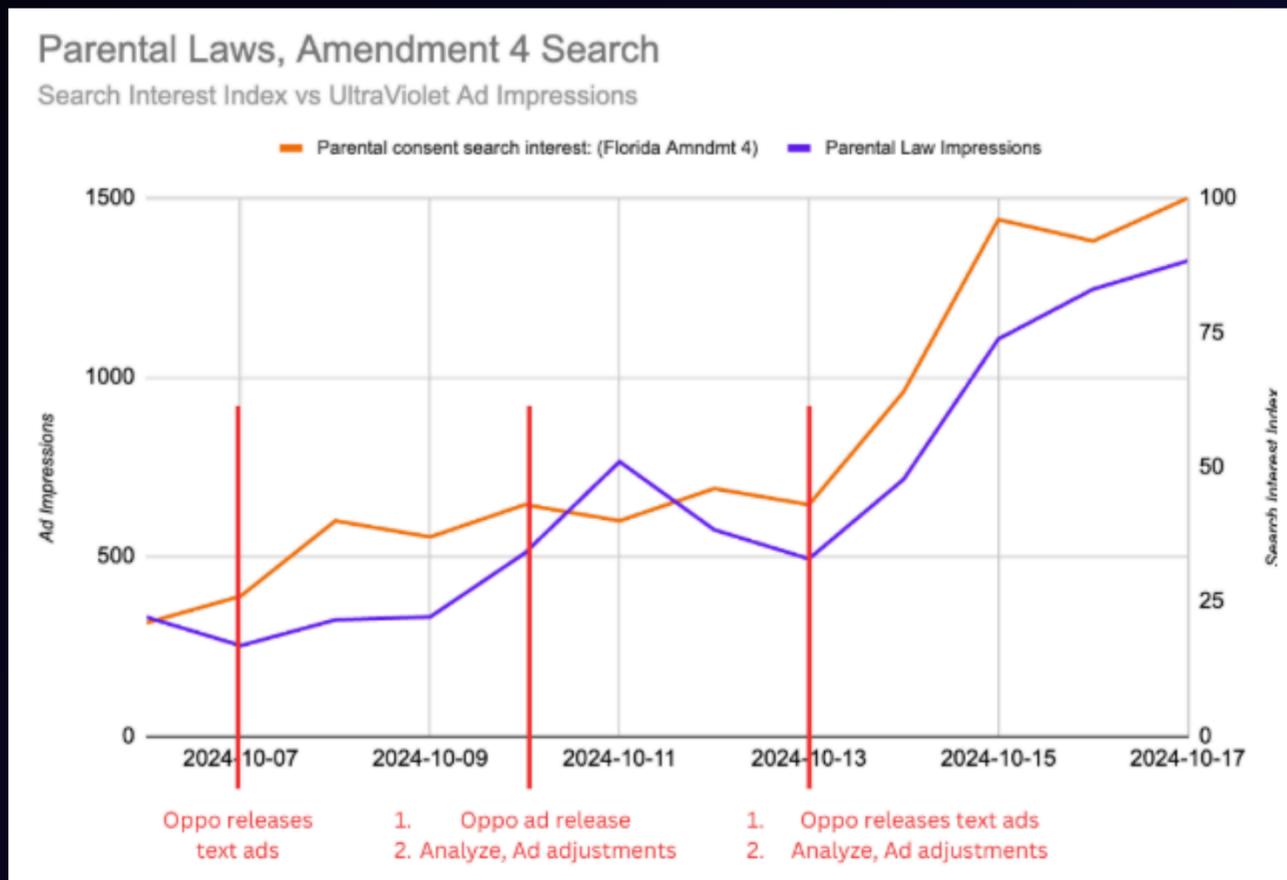
### Opposition Search Tracking

- Detected coordinated messaging tactics shaping public discourse
- Identified state-linked targeting using opposition-sourced keywords
- Mapped cross-platform migration from YouTube and Reddit into Google Search
- Found religious and moral framing as central drivers of narrative stickiness



Florida Amendment 4

# Preempting 'Parental Laws' Narrative



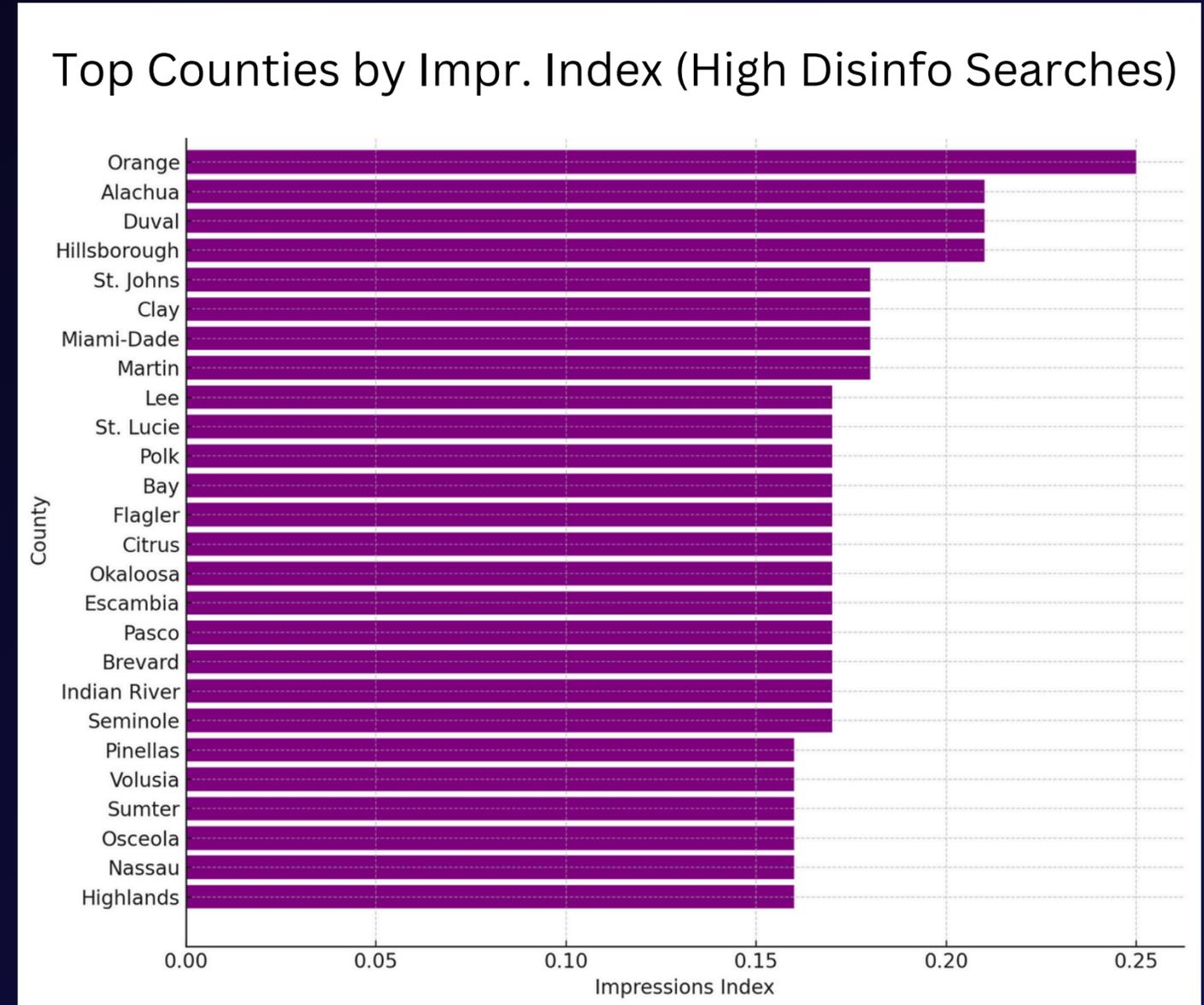
When opposition groups flooded YouTube with “parental rights” messaging after voter registration closed, Early Dawn detected the narrative exposure and surge early and positioned teams to counter it preemptively through search.

As “Parental Rights” became a top search topic for Florida’s Amendment 4, rapid response efforts contained disinformation exposure and ensured factual content remained visible across audiences. During this period, counter-narrative ads on related terms achieved click-through rates rising from 11.75% to 26.72%, reflecting strong engagement and message resonance.

© 2024 Britt Bischoff Strategies

# Florida Amendment 4 Geography

Counties including Miami-Dade, Hillsborough, and Seminole showed elevated levels of coordinated narrative activity against the ballot initiative. Strategic engagement in these areas correlated with notable improvements in information visibility and audience alignment, reflecting the effectiveness of precision-focused interventions in highly competitive environments.



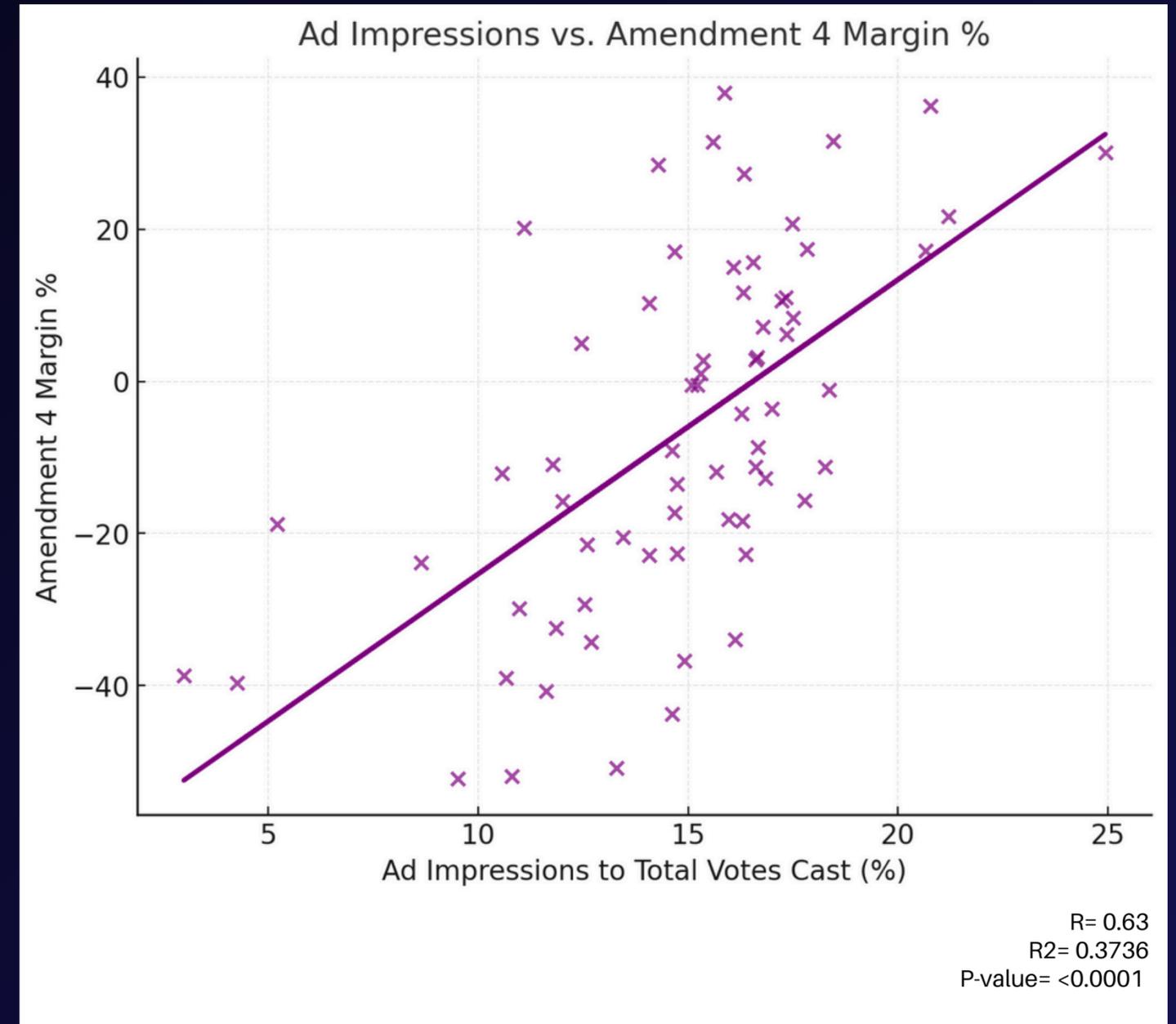
© 2024 Britt Bischoff Strategies

## Florida Amendment 4

# Impact

Analysis of nearly two million searches showed that in areas with the highest disinformation activity, balanced and timely information correlated with stronger “Yes” margins, both for Amendment 4 and at the top of the ticket.

Counties with greater reach from counter-messaging intervention saw the most improvement, particularly in competitive regions. Coordinated efforts across partners helped blunt disinformation’s impact and strengthened voter confidence where it mattered most.



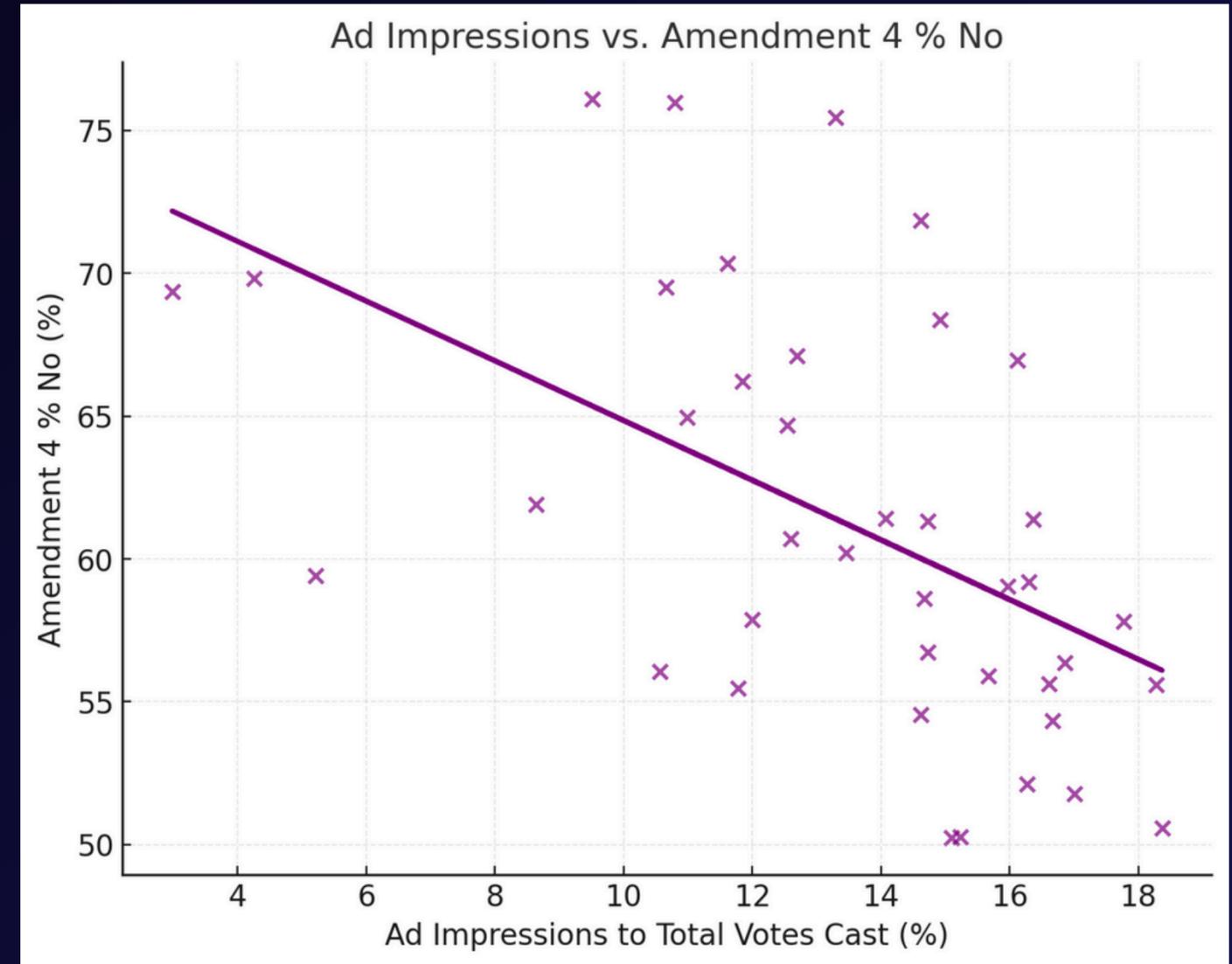
*Represents aggregated trends, not individual voting data.*

© 2024 Britt Bischoff Strategies

## Florida Amendment 4

# Impact

Counties with higher visibility indices showed a decline in "No" vote share, suggesting that reducing exposure to opposition narratives, and increasing visibility with balanced content, can meaningfully shape voter perception and dampen the impact of disinformation.



R= -0.52  
R2= 0.2700  
P-value= 0.00059

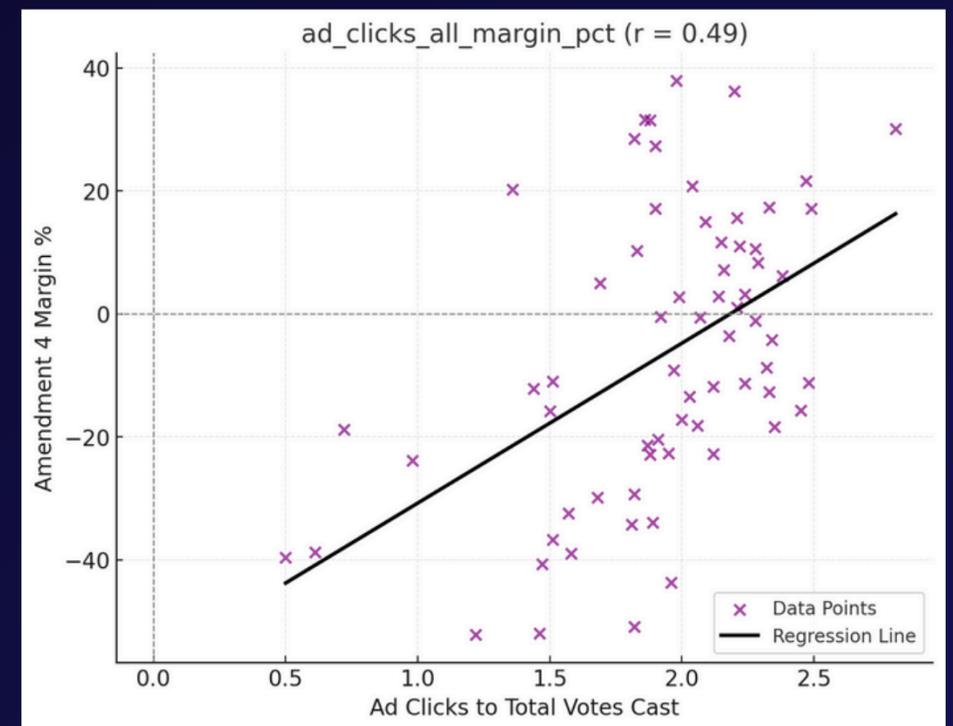
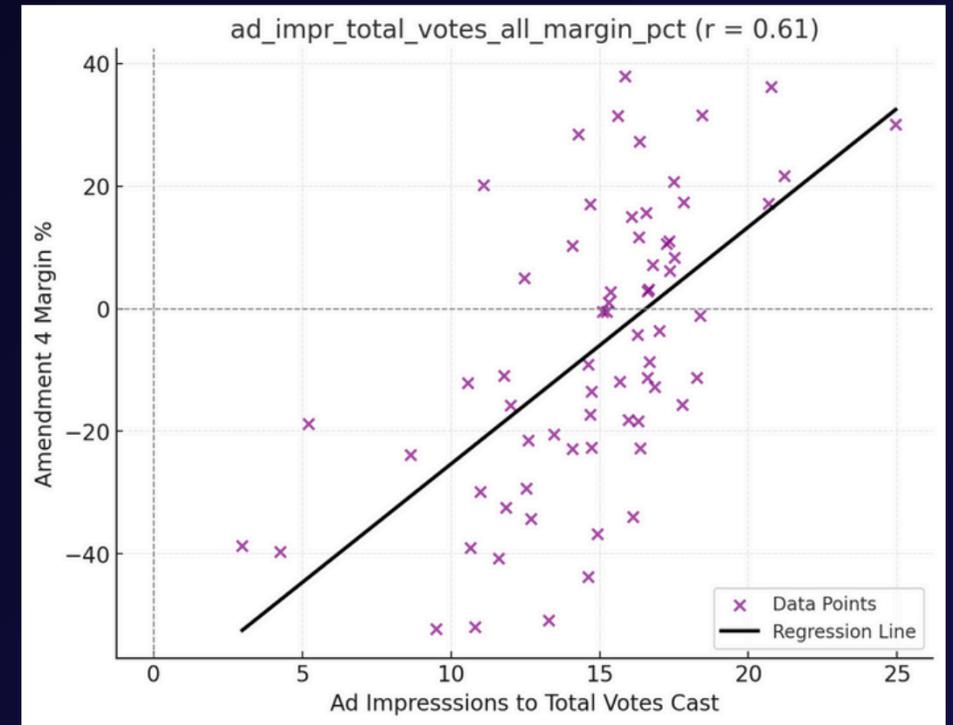
© 2024 Britt Bischoff Strategies

## Florida Amendment 4

# Impact

Analysis shows a clear link between ad engagement and vote outcomes. Counties with higher engagement on counter-disinformation ads, and where disinformation activity was successfully reduced, saw stronger “Yes on 4” performance, particularly in competitive regions.

A moderate positive correlation emerged between ad engagement and “Yes” votes, while counties where “No” prevailed showed smaller margins when engagement was higher, suggesting a dampening effect on opposition gains.



***2024 proved that disinformation can be effectively disrupted — not by force, but by truth, shared intelligence, and collective action.***

# Contact

**Britt Bischoff**

Britt Bischoff Strategies, Early Dawn  
britt@brittbischoff.com

[brittbischoff.com](http://brittbischoff.com)

